

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A patron service system for serving ~~at least one~~ a plurality of patrons of ~~an a plurality of different~~ establishments, said system comprising:

a plurality of at least one patron stations located in ~~said the~~ establishments and configured to electronically display a plurality of menu items and electronically display at least one advertisement thereon, each patron station also being configured to receive order input from a patron corresponding to an order of at least one of said menu items;

a plurality of an establishment servers, each establishment server associated with an establishment and in communication with at least one each patron station within that establishment, each, said establishment server comprising (1) a database for storing a plurality of advertisements, the advertisements comprising advertisements that advertise a product or service of at least one entity other than the establishment, and (2) an advertisement selection program for selecting which of said stored advertisements are to be communicated to said at least one patron station for display thereon, said establishment server being configured to (1) receive and process said order input for later fulfillment of said order, (2) execute said advertisement selection program, and (3) communicate the advertisement selected upon execution of the advertisement selection program to said at least one patron station for display thereon; and

a central server in communication with said establishment servers, said central server being configured to communicate at least a portion of said advertisement selection program to said establishment server;

wherein the central server is configured to control a plurality of different advertisement selection programs and maintain a database comprising a plurality of advertisements, each advertisement selection program being associated with an establishment and for execution on an establishment server of its associated establishment or the central server, each advertisement selection program configured to select an advertisement from among a plurality of advertisements for display on a patron station based on a plurality of rules that define an advertising strategy for the establishment associated with that advertisement selection

program, the advertisements comprising advertisements that advertise a product or service of at least one entity other than the establishment;

wherein the central server is configured to, for each establishment, provide the selected advertisements to the establishment server associated with that establishment; and

wherein each establishment server is further configured to provide the selected advertisements to each patron station located in the establishment associated with that establishment server for electronic display thereon in response to execution of the advertisement selection programs to thereby generate advertising revenue from at least one advertiser.

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3. (currently amended) The system of claim 1 wherein each said establishment server comprises:

an advertising data base for storing the plurality of advertisements provided thereto by the central server; and further includes

means for changing the content of said advertising data base.

Claims 4-6: CANCELED

7. (currently amended) The system of claim 120 [[5]] wherein each of said patron stations is further configured to receive demographic information from a patron and communicate said demographic information to its associated said establishment server.

8. (currently amended) The system of claim 7 ~~wherein said central server includes a database and~~ wherein each of said establishment servers is further configured to accumulate and communicate demographic information to said central server for accumulation into said central server data base.

Claims 9-11: CANCELED

12. (currently amended) The system of claim [[5]] 120 wherein each patron station is further configured to (1) receive advertisement selection input from a patron corresponding to a selection of an advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server with which it communicates for further processing thereby.

13. (currently amended) The system of claim 12 wherein ~~said~~ each establishment server is further configured to store a plurality of advertisement supplements thereon, each advertisement supplement being associated with an advertisement stored in said advertising data base, said establishment server being further configured to communicate said advertisement supplement associated with a particular advertisement to a particular patron station for display thereon in response to that particular patron station receiving advertisement selection input corresponding to a selection of that particular advertisement.

14. (currently amended) The system of claim 12 wherein ~~said~~ each establishment server is further configured to link a particular patron station to a website associated with a particular advertisement in response to that particular patron station receiving advertisement selection input corresponding to a selection of that particular advertisement.

15. (currently amended) The system of claim 12 wherein ~~said~~ each establishment server is further configured to (1) store data corresponding to said advertisement selection input in an advertisement selection record, and (2) communicate said advertisement selection record to said central server.

16. (currently amended) The system of claim [[1]] 120 wherein each patron station is further configured to (1) receive patron identity input from a patron corresponding to that patron's identity and (2) communicate said patron identity input to said establishment server with which it communicates for further processing thereby.

17. (currently amended) The system of claim 16 wherein ~~said~~ each establishment server is further configured to create and store thereon a patron file for each different patron identity,

said patron file identifying at least one menu item ordered by said patron corresponding to said patron identity.

18. (currently amended) The system of claim 17 wherein ~~said~~ each establishment server is further configured to communicate each patron file to said central server.

19. (currently amended) The system of claim 17 wherein each patron station is further configured to (1) receive advertisement selection input from a patron having a patron file, said advertisement selection input corresponding to a selection of an advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server with which it communicates, and wherein ~~said~~ each establishment server is further configured to store said advertisement selection input in said patron file corresponding to said patron from which said advertisement selection input was received.

20. (currently amended) The system of claim [[5]] 1 wherein ~~said~~ each establishment server is further configured to (1) store data corresponding to said order input in an order record, and (2) communicate said order record to said central server.

21. (currently amended) The system of claim [[5]] 1 wherein at least one ~~said~~ establishment server is also in communication with a music playing device having a plurality of selectable music items and configured to play any of said music items upon selection, wherein each patron station in communication with that at least one establishment server is further configured to receive music selection input corresponding to a selection of at least one of said music items, and wherein said at least one establishment server is further configured to send a signal to said music playing device operative to initiate the playing of each selected music item in response to said music selection input.

22. (currently amended) The system of claim 21 wherein said at least one establishment server is further configured to store said music selection input in a music selection record and communicate said music selection record to said central server.

23. (currently amended) The system of claim 21 wherein said at least one establishment server is further configured to select at least one advertisement from said plurality of advertisements stored in said advertising data base to communicate to a patron station for display at least partially in response to a particular music selection input.

Claims 24-53: CANCELED

54. (currently amended) A patron service system for serving patrons located in a plurality of establishments, said system comprising:

- a central server connected to a network;

- a plurality of establishment servers, each establishment server being connected to said network and being associated with at least one establishment; and

- a plurality of patron stations, each patron station being located in an establishment and being connected to the establishment server associated with the establishment within which that patron station is located;

- wherein each patron station has a display on which a plurality of selectable menu items and at least one advertisement are electronically displayed;

- wherein each patron station is configured to receive order input corresponding to an order of at least one of said menu items;

- wherein each establishment server is configured to receive and process the order input received by each patron station connected thereto for subsequent fulfillment of each order;

- wherein said central server is configured to communicate a plurality of advertisements to each establishment server over said network, the advertisements comprising advertisements that advertise a product or service of at least one entity other than the establishment;

- wherein each establishment server is further configured to communicate at least one of said advertisements stored thereon to each patron station connected thereto for subsequent display on thereon to thereby generate advertising revenue from an advertiser;

- wherein said central server is configured to store a plurality of an advertisement selection programs that is are executable to determine which advertisements are to be displayed on which patron stations; and

- wherein each said advertisement selection program is associated with an establishment and comprises a plurality of rules for governing advertisement selection with respect to the

associated establishment, said rules taking into account at least one selected from the group consisting of (1) an order input received by a patron station, (2) an identity of a patron using a patron station, and (3) an input received by a patron station from a patron when determining which of said advertisements are to be selected for display.

55. (previously presented) The system of claim 54 wherein each establishment server is further configured to receive said advertisement selection program from said central server for execution thereby.

56. (previously presented) The system of claim 54 wherein said central server is further configured to execute said advertisement selection program.

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58. (currently amended) The system of claim [[5]] 3 wherein not all establishment server databases store the same plurality of advertisements.

59. (currently amended) The system of claim [[5]] 14 wherein the website is configured to permit the patron to at least one advertisement is associated with a product, and wherein each patron station is further configured to (1) receive advertisement selection input from a patron corresponding to a selection of a product associated advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server, and wherein said establishment server is further configured to effectuate a purchase of the product associated with the advertisement corresponding to the advertisement selection input.

Claims 60-70: CANCELED

71. (currently amended) In a system comprising a central server connected to a network, a plurality of establishment servers also connected to said network, and a plurality of patron stations, each establishment server being associated with at least one establishment, each patron station being connected to the establishment server associated with the establishment within which that patron station is located, each patron station having a display on which a

plurality of selectable menu items and a plurality of advertisements are electronically displayed, each patron station being configured to receive order input corresponding to an order of at least one of said menu items, each establishment server being configured to store a plurality of advertisements thereon and communicate at least one of said stored advertisements to each patron station connected thereto for subsequent display on said patron station display, the stored advertisements comprising advertisements that advertise a product or service of at least one entity other than the establishment, each establishment server also being configured to receive and process any order input received by each patron station to which it is connected to thereby enable subsequent fulfillment of such orders, a method of controlling the advertisements displayed on the patron station displays of each patron station, said method comprising:

creating, at the central server, a database of the advertisements;  
creating, at the central server, a plurality of advertisement selection programs, each  
advertisement selection program being associated with an establishment and implementing an  
advertising strategy for that establishment that defines the conditions under which  
advertisements are to be selected for display on patron stations associated with that  
establishment;  
controlling, at the central server, a delivery of the advertisements to the establishment  
servers;  
controlling, at the central server, how the advertisement selection programs are  
executed; and  
for each establishment having an associated advertisement selection program, (1)  
executing said advertisement selection program[[s]] associated with that establishment to  
determine which of the stored advertisements are to be selected for display on patron stations  
located within that establishment, and (2) providing the determined advertisements to the  
patron stations within that establishment for display thereon to thereby generate advertising  
revenue the establishments associated with the executed advertisement selection programs.

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73. (previously presented) The method of claim 71 wherein said advertisement selection programs comprise a plurality of rules for selecting which advertisements are to be displayed,

said rules being at least partially based on at least one of the criteria selected from the group consisting of: (1) an order input received by a patron station, (2) a patron profile of a patron using a patron station, and (3) input received by a patron station.

Claims 74-85: CANCELED

86. (new) The method of claim 71 wherein the step of controlling at the central server how the advertisement selection programs are executed comprises the central server performing the executing step.

87. (new) The method of claim 86 wherein the step of controlling at the central server the delivery of the advertisements to the establishment servers comprises the central server delivering the advertisements to the establishment servers such that each establishment server receives a set of advertisements for local storage thereon.

88. (new) The method of claim 87 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a time of day and an advertisement.

89. (new) The method of claim 87 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a location and an advertisement.

90. (new) The method of claim 87 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron station input and an advertisement.

91. (new) The method of claim 90 wherein the association comprises an association between a patron station order input and an advertisement.



92. (new) The method of claim 87 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron identity and an advertisement.

93. (new) The method of claim 71 wherein the step of controlling at the central server how the advertisement selection programs are executed comprises the central server delivering, for each establishment having an associated advertisement selection program, that establishment's advertisement selection program to an establishment server for that establishment, and wherein the executing step comprises executing the advertisement selection programs at the establishment servers.

94. (new) The method of claim 93 wherein at least one of the advertisement selection program associated with an establishment is configured to select advertisements for display on a patrons station based on an association between a time of day and an advertisement.

95. (new) The method of claim 93 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a location and an advertisement.

96. (new) The method of claim 93 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron station input and an advertisement.

97. (new) The method of claim 96 wherein the association comprises an association between a patron station order input and an advertisement.

98. (new) The method of claim 93 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron identity and an advertisement.

99. (new) The method of claim 71 wherein the step of controlling at the central server how the advertisement selection programs are executed comprises the central server delivering, for

each establishment having an associated advertisement selection program, at least a portion of that establishment's advertisement selection program to an establishment server for that establishment, and wherein the executing step comprises executing the advertisement selection programs at the establishment servers.

100. (new) The method of claim 99 wherein at least one of the advertisement selection program associated with an establishment is configured to select advertisements for display on a patrons station based on an association between a time of day and an advertisement.

101. (new) The method of claim 99 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a location and an advertisement.

102. (new) The method of claim 99 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron station input and an advertisement.

103. (new) The method of claim 102 wherein the association comprises an association between a patron station order input and an advertisement.

104. (new) The method of claim 99 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron identity and an advertisement.

105. (new) The method of claim 71 where the advertisement selection programs comprise a plurality of establishment-specific rules for selecting which advertisements to display on the patron stations, the rules taking into account associations between the advertisements and at least one member of the group consisting of (1) a time of day, (2) a patron station input, and (3) a patron identity.

106. (new) The method of claim 71 where the advertisement selection programs comprise a plurality of establishment-specific rules for selecting which advertisements to display on the

patron stations, the rules taking into account associations between the advertisements and at least two members of the group consisting of (1) a time of day, (2) a patron station input, and (3) a patron identity.

107. (new) The method of claim 71 where the advertisement selection programs comprise a plurality of establishment-specific rules for selecting which advertisements to display on the patron stations, the rules taking into account associations between the advertisements and (1) a time of day, (2) a patron station input, and (3) a patron identity.

108. (new) The method of claim 71 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a time of day and an advertisement.

109. (new) The method of claim 71 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a location and an advertisement.

110. (new) The method of claim 71 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron station input and an advertisement.

111. (new) The method of claim 110 wherein the association comprises an association between a patron station order input and an advertisement.

112. (new) The method of claim 71 wherein at least one of the advertisement selection programs associated with an establishment is configured to select advertisements for display on a patron station based on an association between a patron identity and an advertisement.

113. (new) The method of claim 71 wherein the patron stations comprise touchscreen display units.

114. (new) The method of claim 71 further comprising each patron station displaying a plurality of menu items and the advertisement provided thereto on the same screen.

115. (new) The method of claim 71 further comprising each establishment server processing received patron station order input by routing that order input to another processing device within that establishment.

116. (new) The system of claim 1 wherein the central server is further configured to execute the advertisement selection programs to select the advertisements for display on the patron stations.

117. (new) The system of claim 116 wherein, for at least one of the advertisement selection programs, at least one rule is configured to select the advertisement based on a plurality of pre-existing associations between potential order inputs and the advertisements.

118. (new) The system of claim 117 wherein, for the at least one advertisement selection program, the at least one rule is further dependent on a particular time of day to select the advertisement.

119. (new) The system of claim 118 wherein, for the at least one advertisement selection program, the at least one rule is further dependent on a patron identity to select the advertisement.

120. (new) The system of claim 1 wherein, for at least one of the advertisement selection programs, at least one rule is configured to select the advertisement based on the patron identity.

121. (new) The system of claim 1 wherein at least one establishment server is configured to execute its associated advertisement selection program to select the advertisements for display on the patron stations with which it communicates, and wherein the central server is further configured to provide at least a portion of that advertisement selection program to the at least one establishment server for execution thereby.

122. (new) The system of claim 1 wherein at least one establishment server is configured to execute its associated advertisement selection program to select the advertisements for display on the patron stations with which it communicates, and wherein the central server is further configured to provide that advertisement selection program to the at least one establishment server for execution thereby.

123. (new) The system of claim 1 wherein the central server comprises a database for storing the advertisements.

124. (new) The system of claim 1 wherein the patron station comprises a touchscreen display unit.

125. (new) The system of claim 1 wherein the establishment server is further configured to process the order input for later fulfillment of said order by routing the order input to another processing device within the establishment.